H. Johnson Notes: 4/12/89

The idea of an Institute was born out of the frantic attempts to accomplish new research without money. Since the magazine is really the heartbeat of the organization, a new mechanism was needed.

WE takes refreshing looks at new ideas and actually measures cultural change by publishing people with unpreditable, cutting edge views.

Fundraising ideas:

Bequest form with IRS id #
Full page ad in Fall WE: rather keep the support within st able subscribers rather than rely on corporations etc.
Form special committee
. Roy Rappaport
. James Lovelock
Rely on tremendous accumulation of friends:

Allen Hogle (maniacal)-Quaker activist family?
Julian Price (maniacal)-communications interest, family owns radio stations in SE.
Marianne Mott, Santa Barbara- Chuck Blitz
Anyone in small towns, Boulder, Santa Fe
Doug Martin
Norman Pease
Alexandra Martin
Huey will give me name of Quaker from Santa Rosa who is an ardent WE reader.
Ask maniacals for $5,000-$10,000

Ideas for full page ad in WE:

" the destiny of this magazine relies on the support of its subscribers, as does the future of new work. We have ideas and the people to research, we now need money to develop these new ideas into light of day realities.
Our goal: $250,000 over two years.
_____ is already commited

Notes from B. Fuller: 4/11/89

Whole Earth should not be identified so much with a particular cultural revolution, but with the cutting edge og cultural change in whatever the decade. Beyond the environmentalist/stewardship role, WE has been researching and writing about cultural transformation at its leading edge with "cutting edge understanding.

60's - reported on the major cultural shifts, movements and revolution spawned by this decade.

70's - reported on the information revolution, and plunged into computers and the fast changing world of telecommunications over the past 10 years.

80's - reported on the demographic revolution and the era of international conflict and its resolution. Articles on the feminist movement set the tone.

90's - will report on the interpersonal revolution within our culture, including restoration revolution and the scrutinization of the institution of marriage. External conflict have been solved for the most part, now our focus will shift to a resolution of internal conflict. Restoration and the Global Teenager will examine aspects of the emerging decade.

Notes from S.B. 4/11/89:

Most of his time is spent with GBN and speaking as a result of the Media Lab Book. Planning a possible new book for 1990.

What WE does best is form ideas, figures out, guesses. It is living up to its title by reporting on global cultural trends. Incredible cross fertilization of ideas between WE, the Well and GBN. WE is a virtual coffee shop of ideas, imbued with community. WE provides an advance look for a community of people.

The Well may want to pursue wilder notions ie. "share ware."
The Well as a co-mingling of private villages.